

What is claimed is:

1. A label for a tire, comprising:
  - a base layer having a face side and a mounting side comprising a material permeable to migratory materials in tire rubber, and,
  - a layer of adhesive compatible with tire rubber carried on the mounting side of the base layer,
  - wherein, the label is mountable to a tire.
2. The label according to claim 1, wherein the adhesive is a rubber based adhesive.
3. The label according to claim 1, wherein the base layer material is a porous material.
4. The label according to claim 1, wherein the base layer material is a cloth.
5. The label according to claim 4, wherein the cloth is comprised of plastic coated fibers.
6. The label according to claim 4, wherein the cloth is comprised of plastic fibers.
7. The label according to claim 1, wherein the base layer material comprises a foamed material.
8. The label according to claim 7, wherein the base layer is a foam rubber.
9. The label according to claim 1, wherein the base layer material is a rubber.

10. The label according to claim 1, further comprising indicia formed on the face side of the base layer.

11. The laminate structure according to claim 1, further comprising a radio frequency identification tag incorporated at the adhesive layer.

12. A label for mounting to a tire, comprising:

- a base layer having a face side and a mounting side comprising a material permeable to migratory components in tire rubber;

- a layer of adhesive carried on the mounting side of the base layer; and

- a RFID tag in contact with the adhesive layer,

wherein, the laminate structure is mountable to a surface of a tire to secure the RFID tag to the tire.

13. The label as claimed in claim 12, further comprising an insulating coating formed on the RFID tag.

14. The label as claimed in claim 12, wherein the adhesive is a rubber based adhesive.

15. The laminate structure according to claim 12, wherein the base layer material is a porous material.

16. The laminate structure according to claim 12, wherein the base layer material is a cloth.

17. The laminate structure according to claim 12, wherein the base layer material comprises a foam material.

18. The laminate structure according to claim 12, wherein the base layer material is a rubber.

19. The laminate structure according to claim 12, further comprising indicia formed on the face side of the base layer.